



SITE

第六届 / The 6th

中国（深圳）国际旅游博览会

China (Shenzhen) International Tourism Expo

暨2019粤港澳·高铁沿线旅游展

2019 Guangdong, Hong Kong & Macao High-speed Rail Line Tourism Expo

时间：2019年11月22-24日 / 地点：深圳会展中心

Date: 22-24 November, 2019 / Venue: Shenzhen Convention and Exhibition Center



组织机构 | Organizations

主办单位：深圳市旅游协会

承办单位：深圳市毅鹏会展服务有限公司

协办单位：广东省研学旅行协会 / 深圳市福田区旅游协会

Organizer: Shenzhen Tourism Association

Undertaker: Shenzhen Yipeng Convention and Exhibition Service Co.,Ltd

Co-organizers: Guangdong Study Travel Association / Shenzhen Futian District Tourist Association

展会介绍 | Introduction About SITE

“中国（深圳）国际旅游博览会”（SITE）作为深圳唯一的、专业的、权威性的国际性旅游产业盛会，已在深圳成功举办5届！经过多年磨砺，深圳旅游展在行业影响力、同业的参与度及展会收获效应等诸多方面已跃居全国旅游展前列。每届展会均汇聚了全球主要目的地、景区、酒店、航空、邮轮、旅行社、OTA、旅游科技、民宿、旅游商品、房车等相关行业机构和企业参会。深圳旅游展也逐步成为国内外旅游同仁开拓广东乃至华南地区最为重要的品牌推广和交易平台。作为国内市场化运作程度最彻底、最深入的旅游类展会，深圳旅游展一直秉承创新的风格，深入市场，打破传统展会运营模式，以更加灵活的运营模式和宗旨服务于行业。

The China (Shenzhen) International Tourism Expo (SITE), professional and authoritative international tourism industry exhibition in Shenzhen, had been successfully organized five years in a row! After years of polishing, SITE has leaped to the forefront of the National Tourism Exhibition in many aspects, such as industry influence, industry participation and exhibition harvest effect. Each session brings together major global destinations, scenic spots, hotels, airlines, cruises, travel agencies, OTA, tourism science and technology, residential accommodation, tourism commodities, RV and other related industries and enterprises. SITE has gradually become the most important brand promotion and trading platform for tourism colleagues at home and abroad to develop Guangdong province and even southern region of China. As the most thorough and in-depth tourism exhibition in China, SITE has been adhering to the innovative style, penetrating into the market, breaking the traditional exhibition operation mode, and has become more flexible operation mode and purpose to serve the industry.

主办城市介绍 | The Introduction of the host city

深圳，中国南部海滨城市，毗邻香港、澳门，是中国对外开放的“窗口”，重要的旅游目的地、客源地和出入境游集散地，总面积1953平方公里，全市常住人口超过2000万。作为中国的重要国际门户，深圳是世界上发展最快、中国经济最发达城市之一。另外深圳是全国最大的口岸出入境城市，海、陆、空、铁齐全并配套完善，并实现144小时过境免签政策；陆路交通方面实现1小时可到达粤港澳所有城市。

2018年深圳生产总值（GDP）22438.39亿元，GDP总量位居全国大中城市第三。截止2018年底深圳旅游企业近1500多家，其中旅行社950家，出境社230家，全市旅行社设立的营业部超过2000家。2017年深圳全年接待游客总人数超过1.3亿人次，旅游总收入1485亿元，全年旅行社组织出境游客突破600万人次。

Shenzhen, China Southern coastal city, adjacent to Hong Kong and Macao, is the ‘window’ of China’s opening up to the outside world and an important tourist destination, source and entry and exit travel center. It occupies 1953 square kilometers. The population of the city is getting close to 20 million. As an important international gateway to China, Shenzhen is one of the fastest growing and most developed cities in China. In addition, Shenzhen is the largest port entry-exit city in China, with complete sea, land, air and iron facilities, and will achieve a 144 hours transit without-visa policy; land transport is achieving one hour to reach all the cities of area of Guangdong-Hong Kong-Macao. In 2017, Shenzhen Gross Domestic Product (GDP) is 2 trillion and 243 billion 839 million yuan. Total GDP ranks third among the large and medium-sized cities in China. By the end of 2018, there are more than 800 tourism enterprises in Shenzhen, including over 600 travel agencies, over 100 outbound agencies, and over 2000 business departments set up by the city’s travel agencies. In 2017, Shenzhen received more than 130 million tourists, with total tourism revenue of 148.5 billion yuan. Travel agencies organized more than 6 million outbound tourists throughout the year.

Review Of SITE | 展会回顾



以“品质旅游、嘉年华”为主题的第五届深圳旅游展于2018年11月23-25日，在深圳会展中心隆重举行！来自全球20多个国家和地区及国内50多个城市旅游机构共400多家企业参展，设置展览面积1.5万平米，吸引88706名观众入场参观，其中专业观众18079名（含350名特邀买家），普通观众70627名。

上届展会吸引了400+国内外旅业同行参展，有来自波兰、马利亚纳、伊朗、日本、韩国、澳大利亚、葡萄牙、泰国，印度、俄罗斯、非洲、北欧，拉美，香港、台湾等国际展团。以及北京、浙江、惠州、玉树、南京、贵州、广安、赣州、肇庆、河源、中山、宝安、光明、新景界、中国国旅、康辉、云顶邮轮、携程旅游、广铁青、鼎龙湾、东部华侨城、招商国旅、亚太国旅等旅游机构及品牌企业。

With the theme of 'Quality Travel, Grand Carnival' The 5th SITE was held at the Shenzhen Convention and Exhibition Center during 23-25 November 2018. More than 400 enterprises from 20 countries and regions around the world and 50 urban tourism organizations in China participated in the exhibition with an exhibition area of 15,000 square meters and 88,706 visitors. Including 18,079 professional spectators (350 special buyers) and 70,627 general visitors.

The last exhibition attracted 400 international exhibitors from Poland, Mariana, Iran, Japan, South Korea, Australia, Portugal, Thailand, India, Russia, Africa, Northern Europe, Latin America, Hong Kong, Taiwan and other international exhibitors. As well as Beijing, Zhejiang, Huizhou, Yushu, Nanjing, Guizhou, Guang'an, Ganzhou, Zhaoqing, Heyuan, Zhongshan, Bao'an, Guangming, Xinjingjie, CITS, Kanghui, Yunding Cruise, Ctrip, GuangTieqing, LOONG BAY, Eastern China City, MITS, and Asia-Pacific International Travel.



旅游机构风采 | Organizations

部分国际展商



波兰
旅游局



韩国旅游发展局
KOREA TOURISM ORGANIZATION



茨城县



俄罗斯乾坤国际旅行社



伊朗旅者局



GRAND
TOUR



North Tours Australia Pty Ltd
澳洲北方旅游公司

Incredible India
不可思议的 • 印度



WILDAFRICATRAVEL
狂野非洲旅行社

KYUN TRAVEL
北欧麒麟国际商务旅游公司



北欧纵横
FREELY TRAVEL

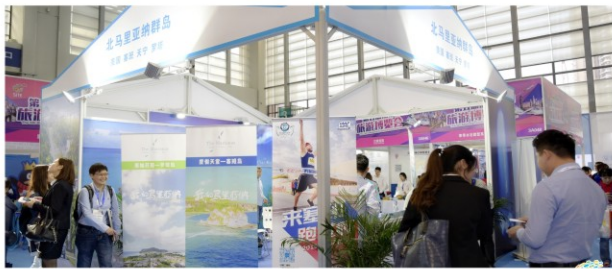
国际展团



澳洲展团 Australian Group



波兰展团 Polish Group

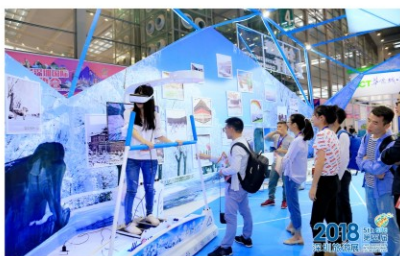


马利亚纳 Mariana Exhibition Group



香港展团 Hong Kong Exhibition Group

国内展团



北京昌平 Beijing Exhibition Group



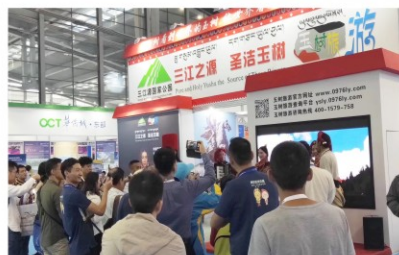
南京展团 Nanjing Exhibition Group



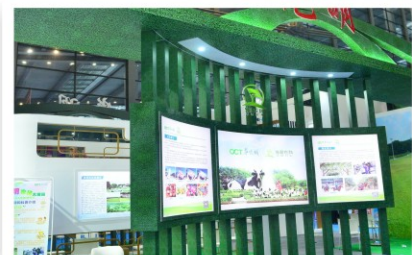
江西赣州 Ganzhou Exhibition Group



深圳宝安+广西展团
Shenzhen Baoan United Guangxi Group



青海玉树展团 Yushu Exhibition Group

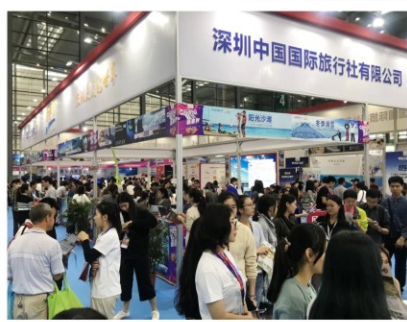


光明展团 Guangming Exhibition Group

部分国内展商



国内展商



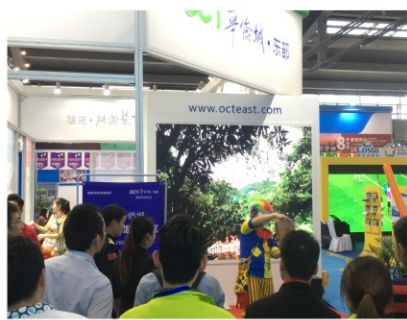
新景界 Nice Tour



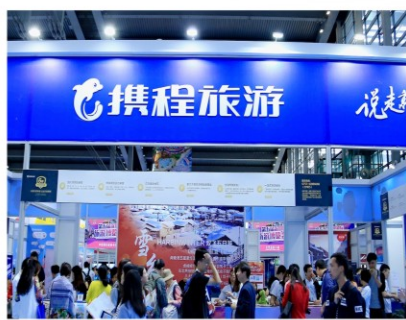
招商国旅 CHIT



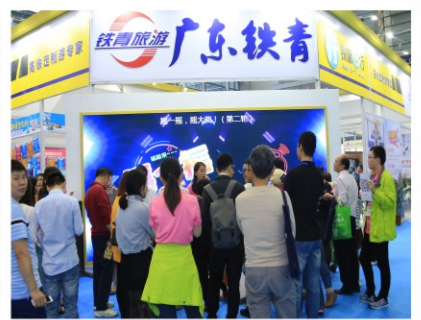
中国国旅 CITS



东部华侨城旅游度假区 Eastern OCT



携程旅游 Ctrip



广东铁青 CYTS



鼎龙湾 Dragon Bay



康辉旅游+歌诗达邮轮 CCT+Costa



星程旅游 Star Way Travel Exhibition Group

展区规划 | Exhibition Areas

◆10大主题展区 | Ten Areas

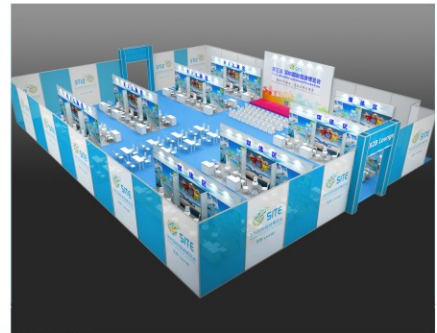
美丽中国城市形象

Beautiful city image of China



世界旅游资源B2B展区

World Tourism Suppliers B2B Pavilion



国际展区

International Pavilion



房车生活展区

RV Life Pavilion



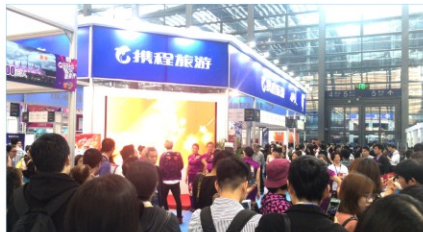
智慧旅游大交通展区

Smart Tourism and Traffic Pavilion



文旅产业展区

Cultural Tourism Industry Pavilion



研学/游学展区

Research and Study Travel Pavilion



中国精品旅游资源展区

China Tourist Resources Boutique Zone



旅游科技展区

Tourism Technology Pavilion



健康养生展区

Health-and-Fitness Regimen Pavilion



Booth Tariff | 展位费用

◆ 标准展位 | Standard booth



图片仅供装修参考

国内展区：¥10000元/个/9m²
(双开口展位加收10%)；
国际展区：\$2500美金/个/9m²
(双开口展位加收10%)。

Domestic Pavilion: ¥10000 Yuan/booth/9 m²
(2-side Open Booth Plus 10%);
Overseas Pavilion: Usd 2500/booth/9 m²
(2-side Open Booth Plus 10%) .

◆ 特装展区 | Raw space



图片仅供装修参考

境内企业 ¥1000元/ m² ; 境外企业250美金/m²。
(36平方米起租)

Domestic Enterprises: ¥1000 Yuan/m²;
Foreign Enterprises: USD 250/m².
(Minimum 36m²)

◆ B2B展区 | B2B Pavilion



2000美金/6m² ;
USD2000/6 m²

◆ 展位配置 | Basic configuration

楣板：
高0.3米X长3米
背景墙：
高2.5米X宽3米
洽谈桌：
高0.75米X长1米X宽0.5米



三面展板、公司楣板、电源插座1个、2盏射灯、
洽谈桌1张，椅子2张，地毯、垃圾筐

Three-side Display Board, Company Lintel,
1 Socket, 2 Spotlights, 1 Table, 2 Chairs,
Carpet, 1 Wastepaper Basket

展会广告 | Exhibition Advertising

◆ 会刊广告 | Catalogue advertising

规格 /size:210mm×285mm 单位/unit: RMB/yuan 人民币/元

广告 Advertising	封面 Cover	封底 Back over	彩跨 Colors spanning page	彩内 Color inside page
价格 /Price	20000	10000	6000	3800

◆ 赞助机会 | Sponsorship

招待晚宴 (独家) Banquet sponsor (Exclusive Naming)



50万元独家冠名 (限1家),
10万元赞助 (限3家)
500,000RMB for Exclusive Naming
Right (1 only);
100,000RMB for sponsorship (3 only)

大会指定纪念品 Designed souvenir



指定U型枕头10元/个, 5千起订
Authorized Gift U-pillow: 10 RMB each
(minimum order is 5,000 Pieces)

论坛冠名商 Forum sponsor



50万元/场 (限1家),
10万元赞助 (限2家)
500,000RMB for each forum (1 only)
100,000RMB for sponsorship (2 only)

选美比赛冠名 Beauty contest sponsor



50万赞助 (限1家)
10万赞助 (限2家)
500,000RMB (1 only);
100,000RMB (2 only)

◆ 现场广告 | SITE advertising



手提袋广告
Handbag Advertising
尺寸/Size: 38cmX28cmX9cm
价格/Price:
¥ 100000.00/10000/个bags



参展券背面广告
Advertisement on the back of
exhibition tickets
尺寸/Size: 21 cmX9cm
价格/Price:
¥ 50000.00/100000/张 pieces



参展/参观证广告
Visitor Badge Advertising
尺寸/Size: 9.5cmX9.5cm
价格/Price:
¥ 100000.00/50000 /个certificates



展厅吊旗
Hanging flags in the
exhibition hall
尺寸/Size: 6mX8m
价格/Price: ¥ 18000.00 /幅 per prep



推介区场地租赁(含设备)
Road show venue rental
(facilities included)
价格/Price: ¥ 10000元RMB/30 分钟mins



舞台区广告位
Stage area banner
全套广告位 (舞台、座椅等)
Advertisement of the whole set
(includes stage and chairs)
价格/Price: ¥ 80000元RMB

Activities | 同期活动



1 开幕式
Opening Ceremony



2 2019中国(深圳)国际研学旅行趋势与发展论坛
2019 China (Shenzhen) International Research and Study Travel trends and development BBS



3 世界旅游城市发展创新论坛暨美丽中国城市品牌形象评选颁奖典礼
World Tourist City Innovation and Development Summit —Beautiful China City Image Brand Awarding Ceremony”



4 2019全国候鸟小城共建大会暨国际候鸟旅养产业论坛
2019 National Co-construction Conference on Migratory Birds Town and International Migratory Birds Support Industry Forum



6 房车采购大会暨论坛
RV Purchasing Conference and Forum



5 2019深圳国际旅游发展高峰论坛
2019 Shenzhen International Tourism Development Summit Forum



7 第三届全球华人旅拍大赛
The 3rd Global Chinese Travel Photography Competition



8 顶级旅游达人分享会
Top Tourist Talents Sharing Meeting



9 招待晚宴
Banquet

专业观众邀请 | Trade Buyers & Professional Visitors



各国及地区旅游局/行业协会

International and domestic national or regional tourism bureaus/Tourism associations

旅行社/旅游代理机构

Travel agents

在线旅游预订

Online travel booking platforms

酒店/度假村

Hotels/Resorts

邮轮/游艇/水上设施公司

Cruises/Yachts/Water rides

旅游装备/设施公司

Travel equipments and facilities

旅游地产/规划设计公司

Travel real estate/Tourism planning and design companies

自驾游/自由行/户外活动组织机构；

Self-driving tourism/Self-guided tour/Outdoor activity organizations;

房车/租车公司

Limos/Car rental companies

航空公司/机票代理

Airlines/Air ticket agencies

景区景点/主题公园/水上乐园

Scenic spots/Theme parks/Water parks

海外游学/移民/签证代理公司

Overseas study tour/Immigration/Visa Agencies

旅游纪念品/美食供应商

Souvenirs/Food suppliers

旅游金融服务机构

Travel financial services institutions

普通观众邀请 | Public Visitors



跨国公司及国内大型企业等高收入群体

Multinationals and large domestic enterprises, wealthy tycoons and high-income groups

负责商务安排的政府部门

Relevant government department that responsible for business arrangement

国外驻中国的行业、学术、投资贸易商务机构

Foreign business institutions related to the industry, academic, investment and trade areas in China

金融、保险及风险投资机构

Finance, insurance and venture capital institutions

公务员、私企老板、私家车车主、银行、大型商场VIP客户、各俱乐部会员等

Civil servants, private owners, private car owners, VIP customers of banks, shopping malls and so on

高尔夫球场等高端俱乐部会所会员

Members of golf courses and high-end clubs

国内各行业协会、商会、学会

Domestic industry associations, chambers of commerce, academies

相关教育部门、学校、专业机构

Relevant education departments, schools, professional organizations

通信运营商VIP用户

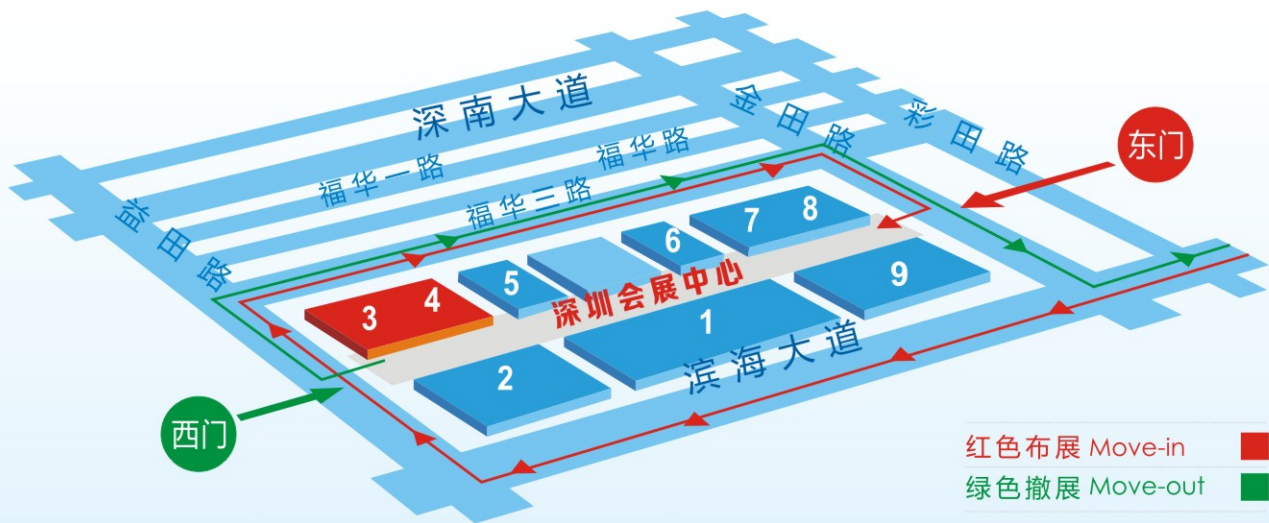
VIP customers of communication operators

相关衍生产品授权商、生产商、代理商、经销商、零售商

Authorizers, manufacturers, agencies, distributors, and resellers of related derivative products



合作媒体 | Media Partners



联系方式 | Contact

中国（深圳）国际旅游博览会组委会 Committee of China (Shenzhen) International Tourism Expo

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Out-of-province
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海外
Overseas
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